

For Immediate Release



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PoliteChild® Shown to Aid in Raising Student Academic Performance

Palm Desert, Calif. – April 13, 2005 – The PoliteChild today announced that its programs have been shown to contribute to increased academic achievement in schools where the Company's courses have been implemented as part of core curriculum.

Corinne Gregory, PoliteChild's President and Founder said, "We have always intuitively known that good social skills go hand-in-hand with our children's success, but now we have quantifiable results that link PoliteChild courses with increases in academic test scores."

The data showing the correlation between PoliteChild programs and improvements in academic achievement are based on a report commissioned by the Desert Sands Unified School District School Board in an effort to identify concrete, measurable results of The PoliteChild classes as implemented in District schools. The report is based on 237 students at Dr. Carreon Academy, a public K-5 school in Indio, CA who came from three other schools in the District, and shows a 10-13% 1-year increase in academic growth for 2004 over the prior year. Even more telling was that students remaining at the "feeder" schools, which were not using PoliteChild programs at that time, only saw a 0-4% rise in scores during the same period.

"With schools being strongly pressured because of No Child Left Behind to raise academic achievement, programs that contribute to improving student success along with making significant improvements in the educational environment, decreasing discipline and behavior problems, and increasing teacher and staff morale deserve serious consideration," commented Gregory. "The fact is, we can't teach students until we have their attention, and if they don't take their jobs as students seriously, no amount of trying to cram academics into them will have a substantial, lasting effect."

Since the information about improvements in academic achievement have been released by the District, The PoliteChild has seen a significant increase in schools wanting to implement the Company's revolutionary programs, both locally within the Coachella Valley and across the country. Schools are beginning to recognize that the growing number of dollars spent on academic programs is not necessarily delivering a corresponding rise in student achievement.

Ms. Gregory stated further, "As we continue to debate the critical need for education reform, we need to recognize that if we don't address the issue of making sure students are adequately prepared for the classroom environment by ensuring they have adequate social skills, we limit the amount of success we'll ever be able to achieve, in the classroom, schoolyards, and in the world at-large."

About The PoliteChild, Inc. The PoliteChild is the leading program dedicated to developing excellent social skills in children of all ages — from toddlers to teens — by building solid foundations for learning and using

proper social behavior, developing good moral character, manners and etiquette through its licensed curricula and managed classes. The goal of The PoliteChild is to help parents, educators, and others develop young people with strong self-esteem and confidence, and that are socially comfortable and proficient in handling a large variety of social interactions and situations. The company is headquartered in Woodinville, WA, with a second main office in Palm Desert, CA. For more about The PoliteChild, visit the company website at www.politechild.com.

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